

## ABSTRACT

Provided are film-coated powders, coating compositions and coated materials that give off vivid and deep colors. The film-coated powders have a coating film on the surface of substrate particles, and has spectrophotometric characteristic in that, when the ratio of the length at 400 nm between 380 and 780 nm on measuring the reflection spectrum from the vertical reflection light of the film-coated powder (wavelength definition width L) to the height of the reflectance 100 % in the vertical axis (reflectance definition width R),  $L/R$  is  $5/2$ , then the ratio of the peak height (H) to the half-value width (W),  $H/W$  is at least 1.